



Guide To Donation Requests

FOR CHARITIES & NONPROFITS

- 1** **GRATITUDE:** thank them for their support in the past, be specific about how they supported you (donation, on social media, fundraisers).

- 2** **IMPACT:** share a testimonial, story, or quote from someone that was helped because of their support. You can also share impactful stats if you don't have testimonials yet.

- 3** **THE ASK:** tell your donors the specific project or activity that you are raising money for. Be as specific as possible.

- 4** **MISSION:** explain to your donors why you are raising money - the problem that your project or service is helping to solve in the community.

- 5** **CALL-TO-ACTION:** give easy-to-follow instructions on how they can donate to you. If you are able to issue tax receipts, be sure to include this in your letter.





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